

ABSTRACT

Reproducing characteristics of an audio sound are controlled by an audio controller 8 and reproducing characteristics of a video image are controlled by a video controller 11. Whether or not a viewpoint of the user is directed to a display 13 side of a television receiver is detected by a viewpoint detector 14. On the basis of a detection signal from the viewpoint detector 14, a discriminating unit 15 discriminates which of a normal monitoring state, a "while watching" state, and the "concentration" state the present state corresponds to, and generates a control signal to control the reproducing characteristics so as to be adaptive to the state. If it is determined that the present state changes from the "while watching" state to the "concentration" state, a sound volume is reduced and the reproducing characteristics are automatically switched so as not to obstruct the concentration.